

'Women workforce in state has doubled in past two yrs due to better law & order'

TIMES NEWS NETWORK

Lucknow: To empower women entrepreneurs, it is essential to connect them to markets, ensure their safety, provide training, and utilise digital platforms. The focus was on "strengthening market linkage for women-led micro-enterprises."

Guest of honour Awanish Awasthi, advisor to chief minister Yogi Adityanath, emphasised the role of safety policies in providing a secure environment for women entrepreneurs. He said that women workforce participation increased from 16% to 32% between 2022 and 2024 due to improved law and order. "Organisations like the Udaiti Foundation are aiding



SAFETY FIRST: CS Manoj Kumar Singh and principal secretary Alok Kumar with other guests at the event in Lucknow

rural women to start and lead businesses while regional solutions like private companies hiring young women for technical roles are crucial," he said. Principal secretary, planning, Alok Kumar, stressed the need to enhance mar-

ket linkages for women-led micro-enterprises. "Despite high training rates, few ITI and polytechnic graduates lead enterprises. This requires bank collaboration, gender-specific data and support through soft skills training," Kumar said.

Co-founder of The Quantum Hub, Aparajita Bharti, urged changing the view that women turn to entrepreneurship only out of necessity.

She said favorable conditions, social capital through self-help groups, and online learning are as crucial as govt support.

Alkesh Wadhvani from the Bill and Melinda Gates Foundation highlighted the importance of using gender-focused data to improve eco-

nomic opportunities. He suggested leveraging community groups like self-help groups and farmer producer organisations (FPOs) to prepare women for the market, which has shown success in other states.

Wadhvani also recommended using online platforms like Flipkart and Amazon to boost profits for women artisans.

Pooja Sharma Goyal, CEO of the Udaiti Foundation, said: "It is exciting to see the UP govt's commitment to women's inclusive growth. Mission Unnati has the potential to unlock significant economic value by paving the way for more women to enter the workforce and create growth enterprises."